

17. (Currently Amended) The article of manufacture of claim 15 wherein the element of the promotion comprises a credit, the ~~machine~~ computer-readable medium further having instructions stored thereon to, in response to receiving the command from the user input device, store the credit in a storage unit for application towards a future transaction conductable via the interactive video casting system.

18-25 (Canceled)

26. (Previously presented) A system, comprising:
an interactive video casting network coupleable to a communication network to provide a broadcast segment, having a promotion, as part of an interactive video display transmission; and
a server coupleable to the interactive video casting network, the server including:
a storage unit having different sets of information stored therein capable of being correlated to determine whether to provide the promotion;
a processor communicatively coupled to the storage unit, the processor capable to trigger correlation of the different sets of information stored in the storage unit to determine whether to provide the promotion and, if the promotion is to be provided, then to control insertion of the promotion into the broadcast segment; and
a communication interface communicatively coupled to the processor to provide the broadcast segment having the promotion to a client terminal;
wherein the different sets comprise a first set of product data and a second set of broadcast segment data and a calendar of the user and the promotion, and the processor is capable to determine whether to provide the promotion based on correlation of the first and second sets and based on correlation of the promotion with a calendar entry in the user's calendar, and the processor is capable to display the promotion together with the calendar entry to the user.

27. (Previously Presented) The system of claim 26 wherein the interactive video casting network comprises an interactive television network;

the server further comprises another storage unit capable to store promotion data in response to a command received from the client terminal via the communication interface to defer application of the promotion;

the server is coupled to store data related to the promotion in a first storage location coupled to the client terminal or in a second storage location at a head-end of the interactive video casting network; and

the processor is further capable to apply the promotion to a transaction in response to a command received from the client terminal via the communication interface to initiate the transaction.

28-30 (Canceled)

31. (Previously presented) A method for providing targeted promotions via an interactive video casting system, the method comprising:

correlating information from a plurality of merchants with data on usage of the interactive video casting system by a viewer and with a calendar of the user to determine a promotion to provide to the viewer with a matching entry from the user's calendar;

providing information related to the promotion to the viewer together with the matching entry from the user's calendar by way of at least one portal of the interactive video casting system; and

processing a command sent from a viewer input device in response to the information to initiate a transaction related to the promotion;

wherein the product data comprises data indicative of at least one of, date, time, season, or merchant product volume information.

32. (Previously Presented) The method of claim 31 wherein the at least one portal comprises at least one of an interactive television portal, a computer portal, or a mobile device portal.

33-34 (Canceled)

35. (Previously Presented) The article of manufacture of Claim 15 wherein the product data comprises data indicative of at least one of date, time, season, or merchant product volume information.

36. (Canceled)

37. (Previously Presented) The system of Claim 26, wherein the product data comprises data indicative of at least one of date, time, season, or merchant product volume information.

38. (Canceled)

39. (Previously Presented) The system of Claim 26, wherein the processor is capable to:
compare a user's current transaction to promotion information stored in the storage unit, the promotion information corresponding to at least one promotion previously provided to the user;
if the at least one promotion corresponding to promotion information stored in the storage unit is applicable to the user's current transaction, provide all applicable promotions to the user via the client terminal;

receive a command to apply at least one of the provided promotions to the user's current transaction; and

remove information related to the applied at least one promotion from the storage unit.

40. (Previously Presented) The method of Claim 31, comprising:
comparing the transaction to promotion information corresponding to at least one promotion previously provided to the viewer;

if the at least one promotion previously provided to the user is applicable to the transaction, providing all applicable promotions to the viewer; and

receiving a command sent from the viewer input device to apply at least one of the provided promotions to the transaction.

